

# place making

WARM SPRINGS, FREMONT

## Placemaking 101

The Power of 10



What is Placemaking?

What Makes a Successful Place?

Eleven Principles for Creating Great Community Places



# A Vision for Fremont's Future GENERAL PLAN 2030



CITY OF  
Fremont



Fremont will serve as a national model of how an auto-oriented suburb can evolve into a sustainable, strategically urban, modern city.





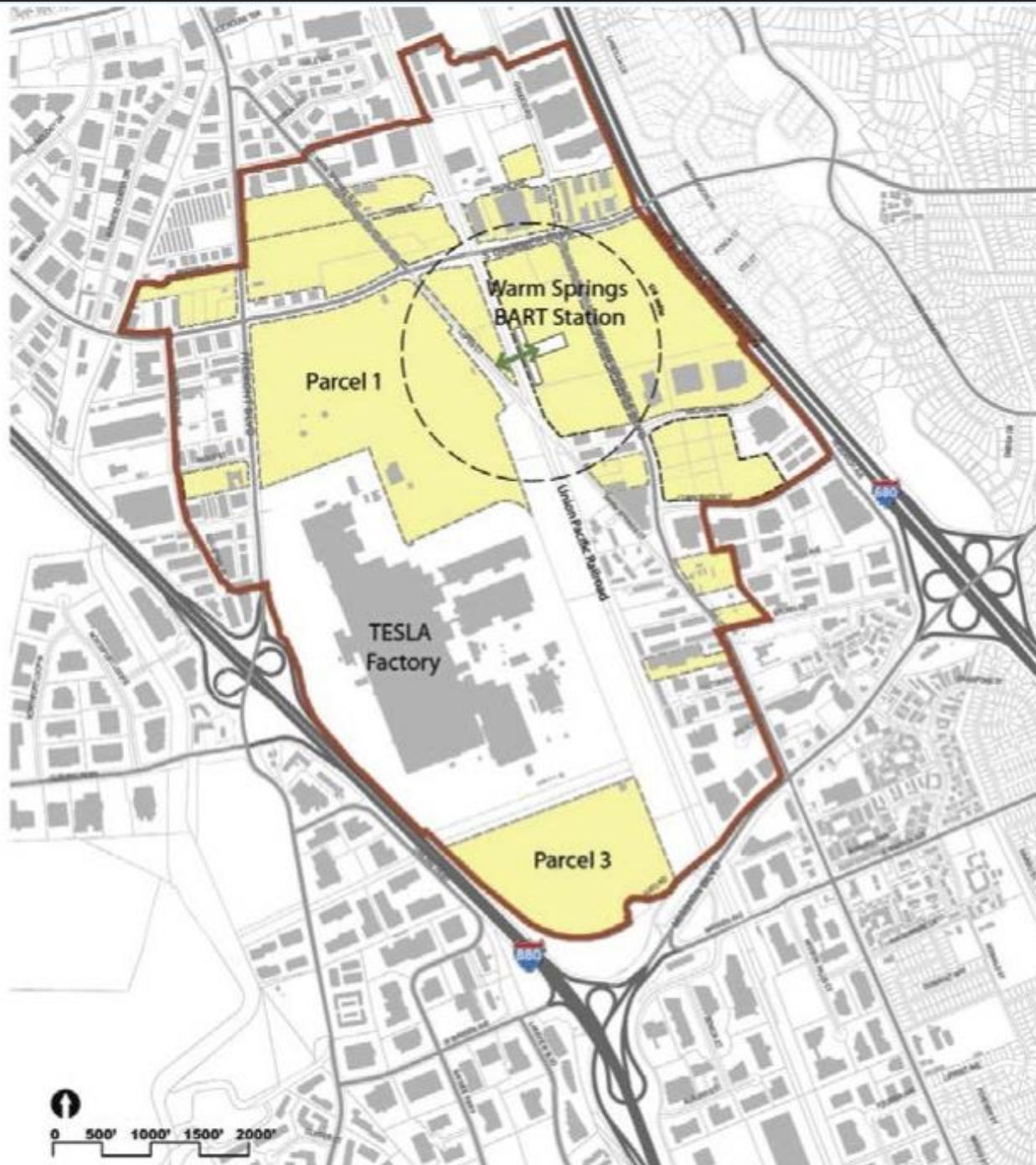
Two PDAs@ BART

CENTRAL FREMONT  
SOUTH FREMONT/WARM  
SPRINGS

NOTE TO SELF:  
SURFACE PARKING =  
LAND BANKING



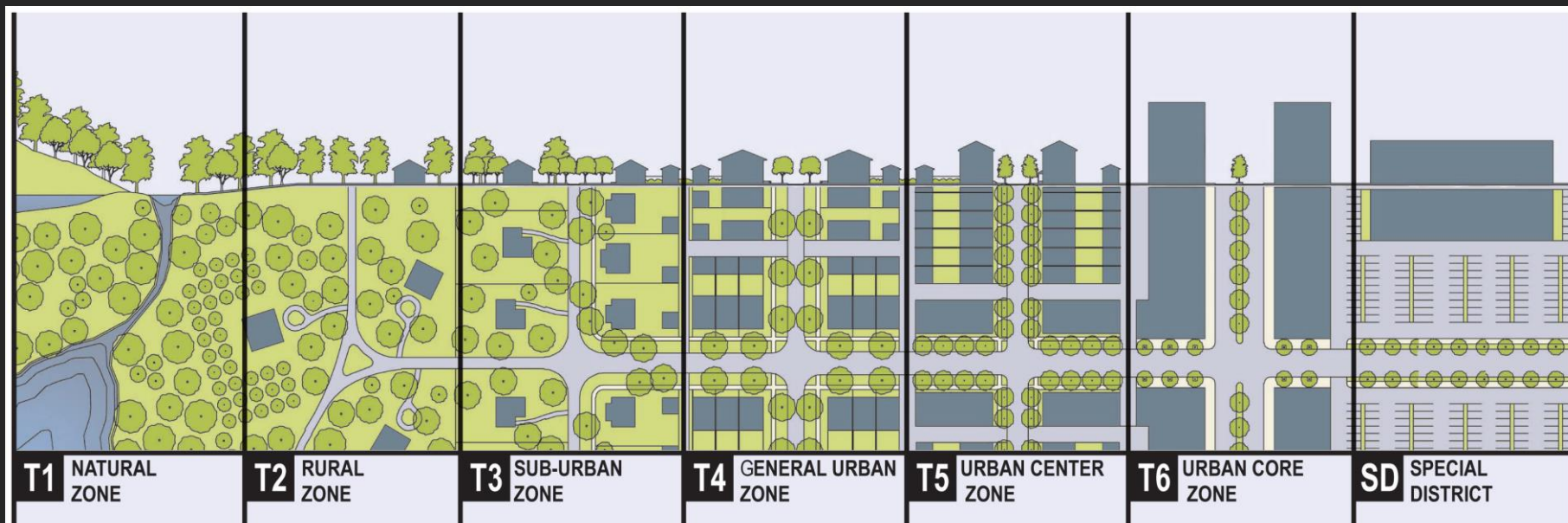






OPEN: Sep 2015





## BART Station Profiles from Oakland to San Jose





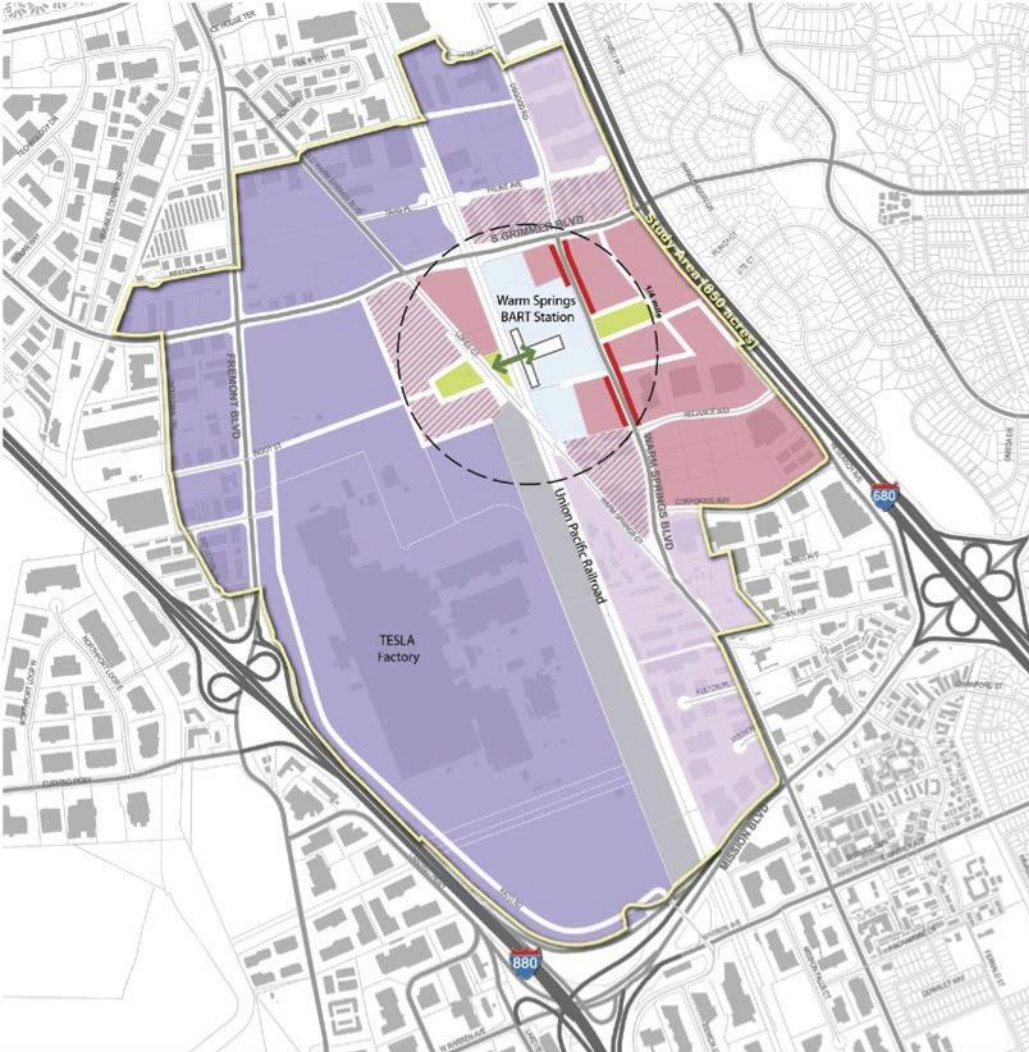
Transform 850-ACRES - vacant and under-utilized - INTO A 21<sup>st</sup> century JOBS FOCUSED TRANSIT-RICH MULTI-USE neighborhood



# Alternative 1:

23

## Innovation Center / Manufacturing



	<b>Industrial - General Industrial/Manufacturing</b>
	<b>Industrial - Technology/Research &amp; Development</b>
	<b>Commercial/Industrial - Office/Research &amp; Development</b> (Could include Special Uses such as entertainment, community facilities, and hotels)
	<b>Commercial High Tech Office</b> (Could include Special Uses such as entertainment, community facilities, and hotels)
	<b>Commercial - Retail Center</b>
	<b>Residential - High Density</b> (includes support services such as retail, schools, and parks)
	<b>Open Space</b>
	<b>Retail Frontage</b>

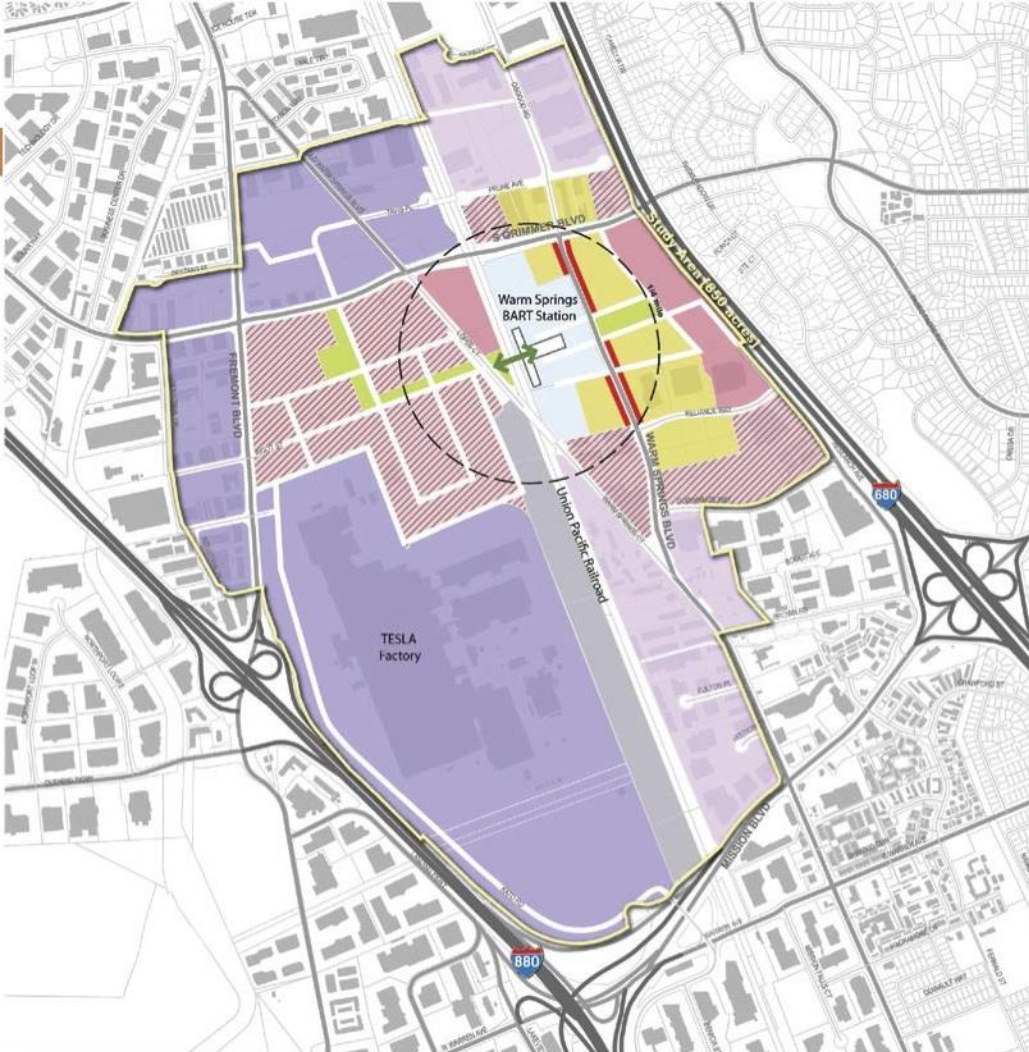
Non residential: 5,700,000 – 9,000,000 sf  
Jobs: 12,200 – 26,600 jobs  
Residential: 0 units



## Alternative 2:

24

### Innovation Campus / Residential TOD

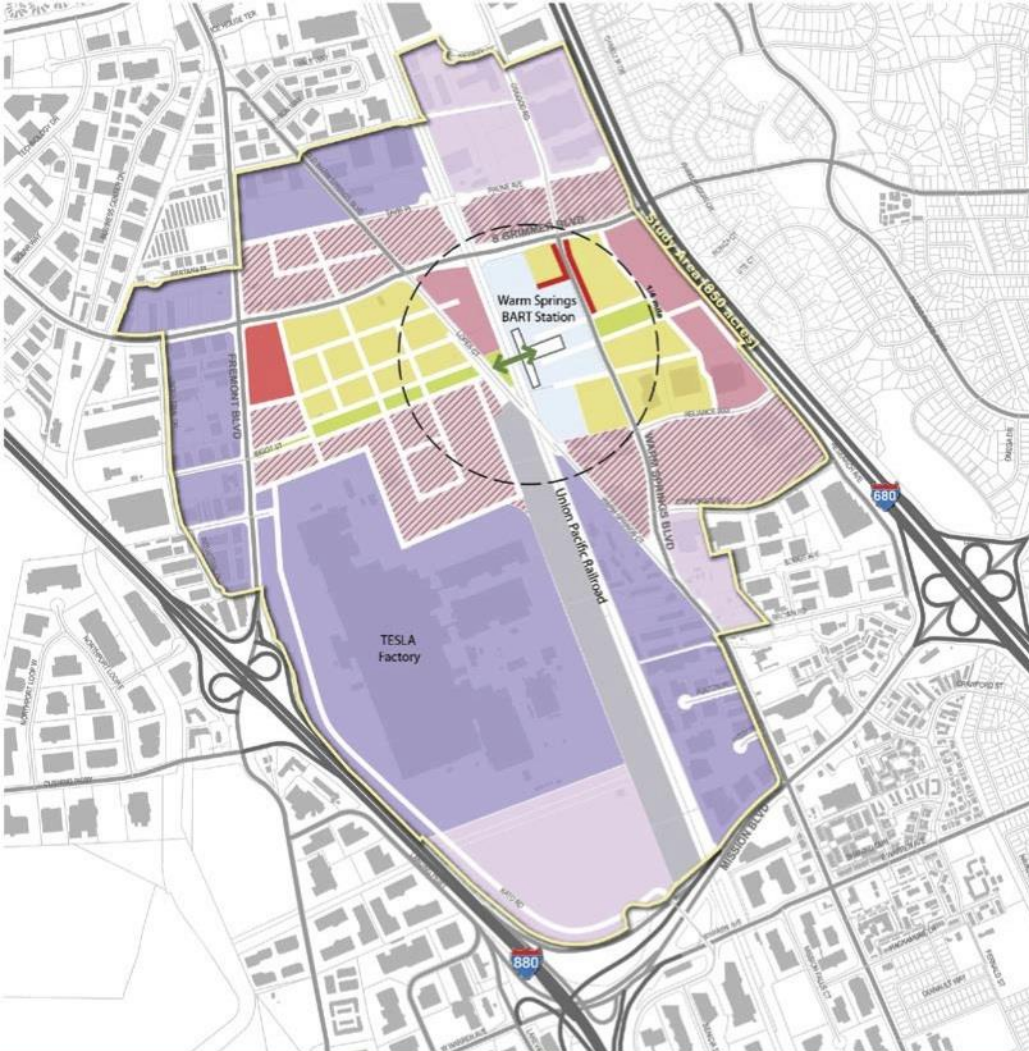


	<b>Industrial - General Industrial/Manufacturing</b>
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	<b>Commercial - Retail Center</b>
	<b>Residential - High Density</b> (includes support services such as retail, schools, and parks)
	<b>Open Space</b>
	<b>Retail Frontage</b>

Non residential: 4,400,000 – 6,900,000 sf

Jobs: 9700 – 19,700 jobs

Residential: 2100 - 3200 units



## Alternative 3:

25

# Innovation District / Residential Mixed- Use TOD

	<b>Industrial - General Industrial/Manufacturing</b>
	<b>Industrial - Technology/Research &amp; Development</b>
	<b>Commercial/Industrial - Office/Research &amp; Development</b> (Could include Special Uses such as entertainment, community facilities, and hotels)
	<b>Commercial High Tech Office</b> (Could include Special Uses such as entertainment, community facilities, and hotels)
	<b>Commercial - Retail Center</b>
	<b>Residential - High Density</b> (includes support services such as retail, schools, and parks)
	<b>Open Space</b>
	<b>Retail Frontage</b>

Non residential: 4,000,000 – 6,700,000 sf  
Jobs: 10,800 – 20,400 jobs  
Residential: 2600 - 3900 units









URBAN LAND INSTITUTE Study





















- transition
- public realm
- parking - transportation
- housing prototypes
- density
- demographic shift
- schools



# Think FremontCalifornia

## South Fremont / Warm Springs Strategy

Building Tomorrow's Employment-Focused Transit Oriented Development Today



850 Acres are Poised to Become a Major Mixed-Use Innovation Employment Center



In 2015, BART will Connect Fremont to the rest of Silicon Valley



An Established Center for Emerging Technology and Advanced Manufacturing



Combining World Class Design and a Quality Public Realm for a 21st Century Workplace

# the power of ten

## A city/region needs 10+ MAJOR DESTINATIONS

*Example: Chicagoland region*

Brookfield Zoo	Museum Campus	Forest preserve bike trail	Navy Pier	Ravinia Festival	Frank Lloyd Wright houses
Baha'i Temple	Lake Michigan lakefront path	St. Patrick's Day Parade	Soldier Field	Second City	Apple picking
Chicago Botanic Garden	Indiana Dunes National Lakeshore	Historic Pullman District	Downtown Chicago	Chinatown	

## A Destination needs 10+ PLACES

*Example: Downtown Chicago*

Navy Pier	Crown Fountain	Ice rink	Taste of Chicago	Popcorn shops	Shopping	"The Bean," aka Cloud Gate
Harold Washington Library	Grant Park	Sears Tower	Gene Siskel Film Center	Daley Plaza	Chicago Riverwalk	
Green City Market	Chicago Theatre	Mies buildings	World-class restaurants	Looptopia	Buckingham Fountain	

## Each place needs 10+ THINGS TO DO

*Example: Daley Plaza, Downtown Chicago*

Go to the farmer's market	Sit on the Picasso statue	Meet up for Chicago's Critical Mass ride	Join ethnic celebrations
Put your feet in the fountain	Read the newspaper	Take a break after getting your driver's license	Eat lunch outside
Catch the El or a bus, within a block	Listen to free lunchtime music	Visit two churches and a synagogue within a block	





AMBASSADORS FOR CHANGE

